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1	ubstitute for form 1449A/PTO	201	OCUDE	Application Number	10/648,599	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT				Filing Date	August 25, 2003	
				First Named Inventor	Bhavesh Mehta	
(Use as many sheets as necessary)			sary)	Art Unit	3622	
				Examiner Name	Carlson, J.	
Sheet	1	of	2	Attorney Docket Number	50269-0558	
	LLS DATENT DOCUMENTS					

U.S.PATENT DOCUMENTS							
Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ^{2 (IT KNOWN)})	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear		
		2002/0128904	9-2002	Carruthers et al.			
		2002/0133398	9-2002	Geller et al.			
		2003/0101454	5-2003	Ozer et al.			
		2003/0130887	7-2003	Nathaniel			
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FOREIGN PATENT DOCUMENTS							
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		Application Number	10/648,599	
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STATEMENT BY APPLICANT (Use as many sheets as necessary)			First Named Inventor	Bhavesh Mehta
			Art Unit	3622
			Examiner Name	Carlson, J.
2	of	2	Attorney Docket Number	50269-0558
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		Dukes et al., "Negotiations and Exclusivity Contracts for Advertising," Marketing Science, Spring 2003 (25 pages).			
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